



# HOMI outdoor Home&Dehors Exhibition

fieramilano

19-22.09.2020

[homihomeanddehors.com](http://homihomeanddehors.com)

ITCA<sup>®</sup>  
ITALIAN TRADE AGENCY



FIERA MILANO

# Agenda

A date with Business

The exhibition offering

Visitors

The two souls of HOME & DEHORS

An international vocation

Marketing  
and communication activities





# The indoor proposal extends to outdoor areas

**A welcoming indoors and all the convenience of the outdoors.**

The **HOME & DEHORS** edition of the HOMI network, on in **Milan**, design capital, from **19th to 22nd September 2020**.

**Indoor and Outdoor:** the cross-contamination of two souls in the "Home" concept, presented at the fair for the world of specialised distribution, interior + exterior design and Home Hospitality.

Focus on an extensive offering in terms of range by size and depth.

A project focused on Made in Italy know-how in terms of creativity, expertise and selection.

Significant investments in marketing and communication to boost attendance of profiled buyers from the main European and international markets, also thanks to the collaboration with ICE Agenzia.



# The exhibition offering

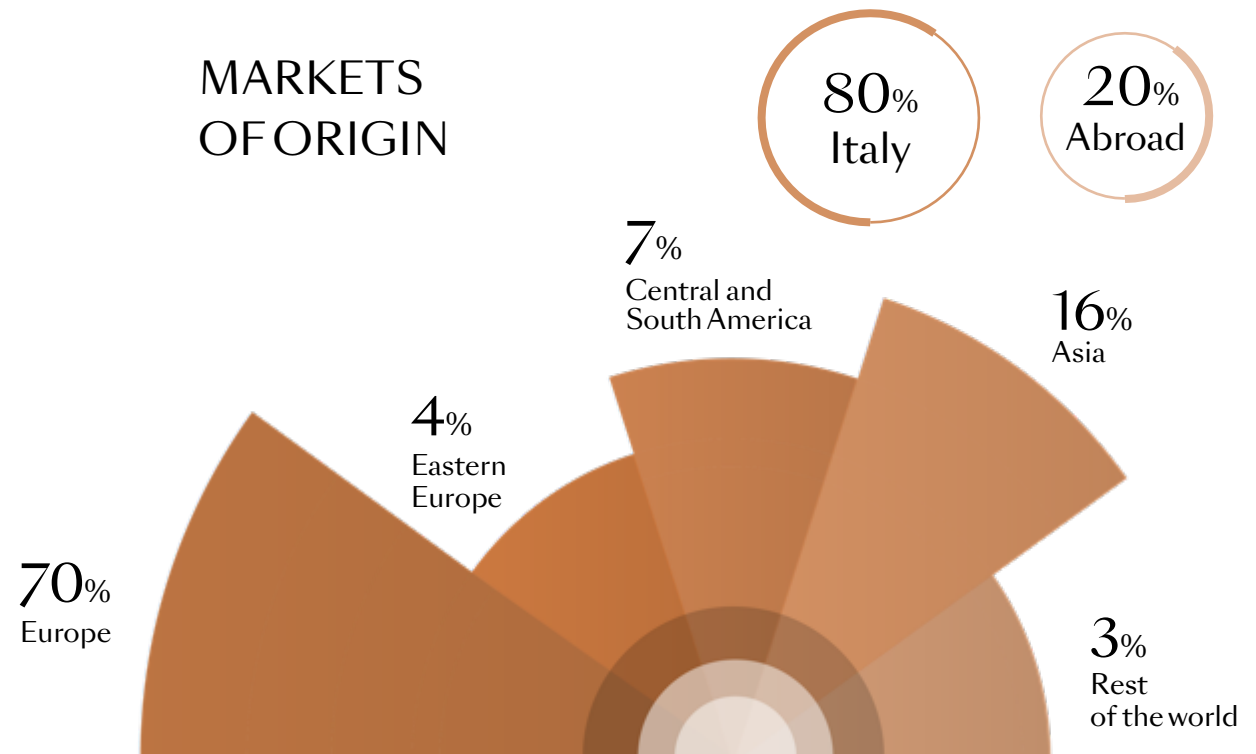
## HOME

Furnishing accessories | Furniture | Lighting | Tableware and Kitchenware | Home appliances | Home textiles | Fragrances | Home care | Gadgets and gifts | Holidays and festivities

## DEHORS

Outdoor Furniture and Accessories | Lighting | Home textiles | Outdoor flooring and structures | Outdoor roofs | Natural swimming pools and minipools | BBQs and accessories | Irrigation | Vases, gardening equipment | Glamping and accessories | Games and sport

## MARKETS OF ORIGIN





# The visitor profile

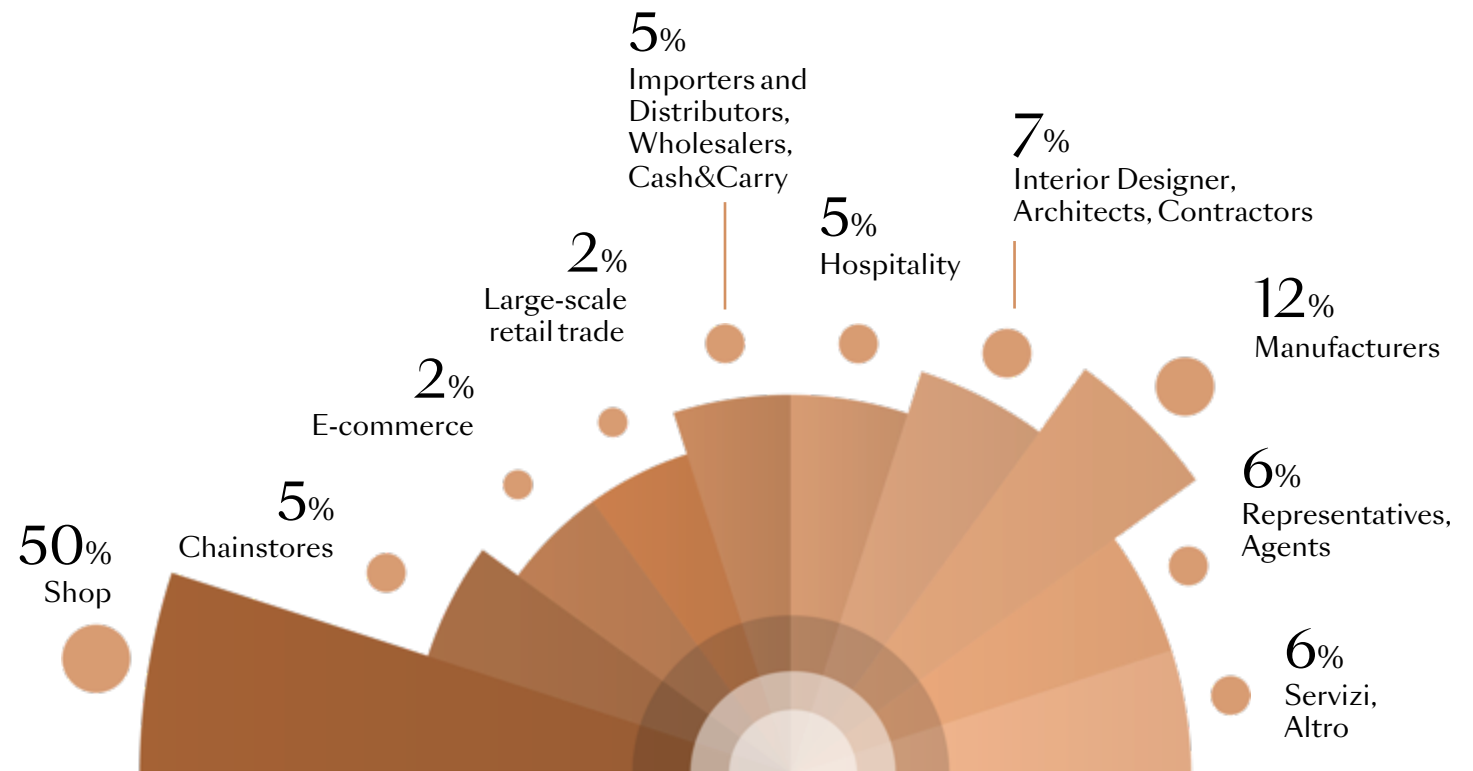
## HOME

Specialised Home and Gift Store |  
Specialised Home and Gift Chainstores

## DEHORS

Specialised Outdoor Store |  
Specialised Outdoor Chainstores

Garden Centre | Department Store | Large-scale retail trade | E-Commerce | Contract | Home Hospitality  
Organisers of Events | Interior Designers and Architects | Wholesalers, Importers and Distributors



# An International Vocation

HOMI confirms its international vocation and, also thanks to the collaboration with ICE Agenzia, sets in motion an important promotion and incoming buyers programme for the event designed to welcome major buyers from the houseware and gift sector from all over the world.

Main focus on the following profiles: Home Boutiques, Department Stores, Chainstores, E-commerce, large-scale retail trade, Wholesalers, Interior Designers.

## MAIN PROMOTION AND INCOMING BUYERS



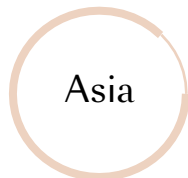
France  
Germany  
Austria  
Great Britain  
Poland  
Russia  
Spain



USA  
Canada  
Mexico  
Brazil



United Arab  
Emirates  
Saudi Arabia  
Egypt



China  
Japan  
South Korea





# Communication and Promotion

- All-round promotion with an increasingly attentive approach to trends, market innovations and the voice of the leaders
- Appealing social content
- Social advertising and display planning
- Interaction with lifestyle bloggers
- An articulated media plan in the lifestyle, trade and general press
- A dedicated press office
- A new and constantly updated website
- A publishing plan with weekly newsletters
- 80 news items featuring interviews with key players, the season's trends and innovations from the social media world
- One-to-one campaign with DEM to a targeted database



[homihomeanddehors.com/en](https://homihomeanddehors.com/en)



[homihomeanddehors](https://www.facebook.com/homihomeanddehors)

[#HOMIhomeanddehors](https://www.instagram.com/homihomeanddehors)

[#homeanddehors](https://www.instagram.com/homeanddehors)



## Events INNOVATION NETWORKING TRAINING

These are the three key words that distinguish the events of HOMI Outdoor - HOME&DEHORS:

**4 days of talks**, meetings and training sessions developed in partnership with important trade media and institutions from the design world, along with young professionals.

Projects focused on cornerstone topics of the trade fair event: case histories of interior design, home hospitality, home staging, marketing and sales strategy workshops.



# HOMI outdoor Home&Dehors Exhibition

For information

[sales.outdoor@fieramilano.it](mailto:sales.outdoor@fieramilano.it)

[homihomeanddehors.com](http://homihomeanddehors.com)



**FIERA MILANO**